THE REVIEW

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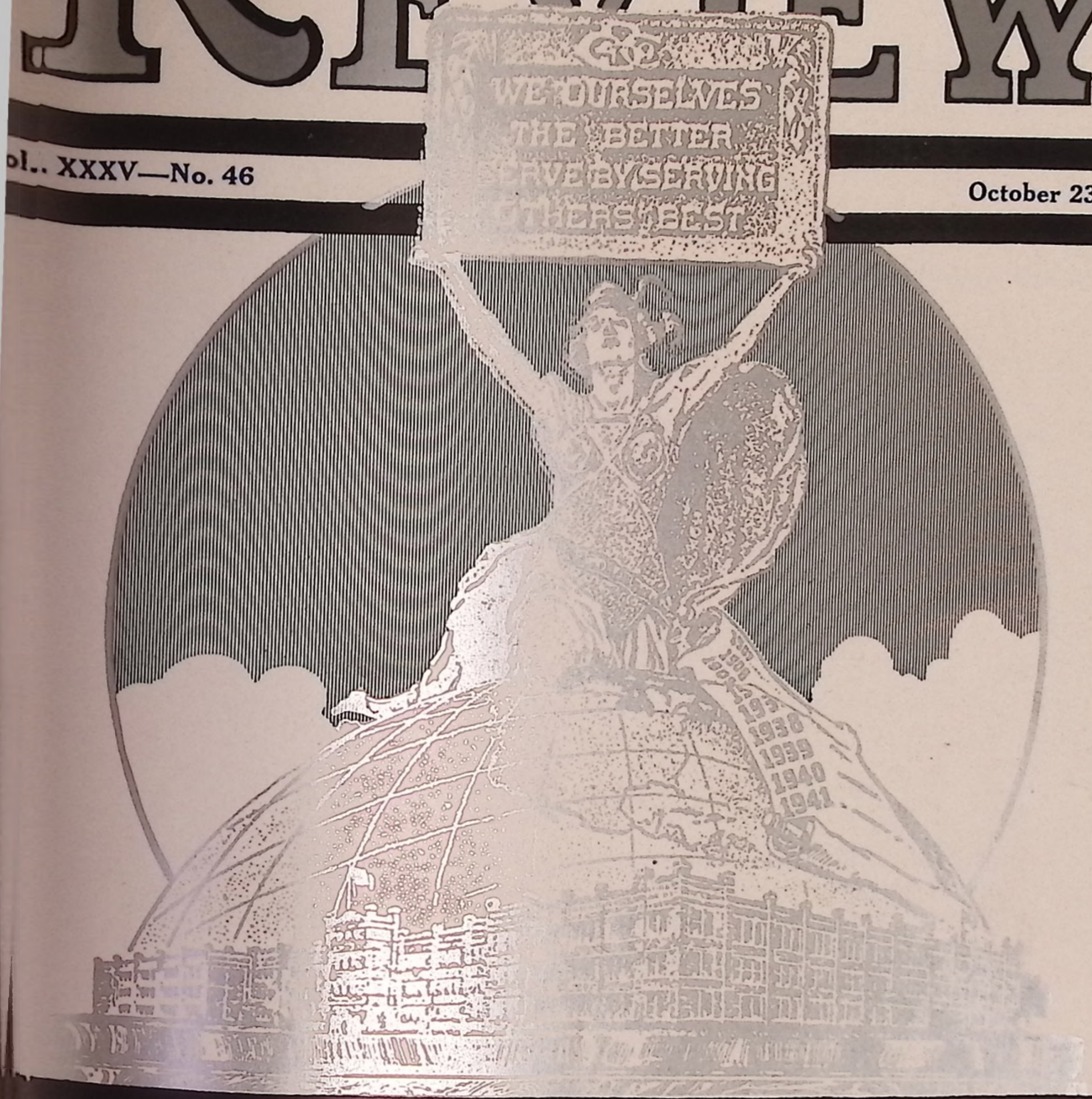
October 23, 1941



YOU CAN SELL 'EM

When you go where they go

Go With the Barkleys!

Tell This to Your Customers—

HURRY!

YOU STILL HAVE TIME TO EXTEND OR IMPROVE YOUR CALENDAR ADVERTISING FOR 1942! If you have ordered calendars for home distribution, why not put big "indoor billboards"—with the same picture—in prominent downtown locations and in busy factories?

The REVIEW

Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

XXXV JOLIET, ILLINOIS, OCTOBER 23, 1941 No. 46

BUSINESS IS LARGELY GOOD WILL

"The biggest and best asset a business can have is its good will. Good Will never goes out of style, it never changes its face value. It is the indispensable, indestructible interest in industry. It will bring a customer out of his or her way to trade with you. It works on rainy days and on dull days."

We need good will advertising in a defense economy, not only in our defense efforts to help explain defense, but in all of our business endeavors, because during the period of a defense economy good will is the only thing we control. We can and will, if necessary, disrupt our peacetime relationships, but these disruptions will not be permanently serious if we maintain the friendship and good will of our civilian customers.

You as salesmen owe what you are to the people in your territory who are your customers and prospects. You enjoy their respect and good will through your personality and contacts and though the service you render to them and these things also apply to the people in business in your territory. We cannot be too conscious of the fact that we should be human in business, just as human as we are in our social lives.

Particularly this Christmas do we all as business men want to inject Thoughtfulness, Good Will and Sunshine into our relationships.

The orders continue to roll in and you owe it to the people in your territory and to yourself to make as many calls every day as possible, to lose not a minute, to leave no stone unturned to write every dollars worth of business you can in the 24 days between October 27th and November 22nd. You are a responsive group and a human group, you are doing things and going places and we know you realize that you have a wonderful opportunity between now and the final bell.

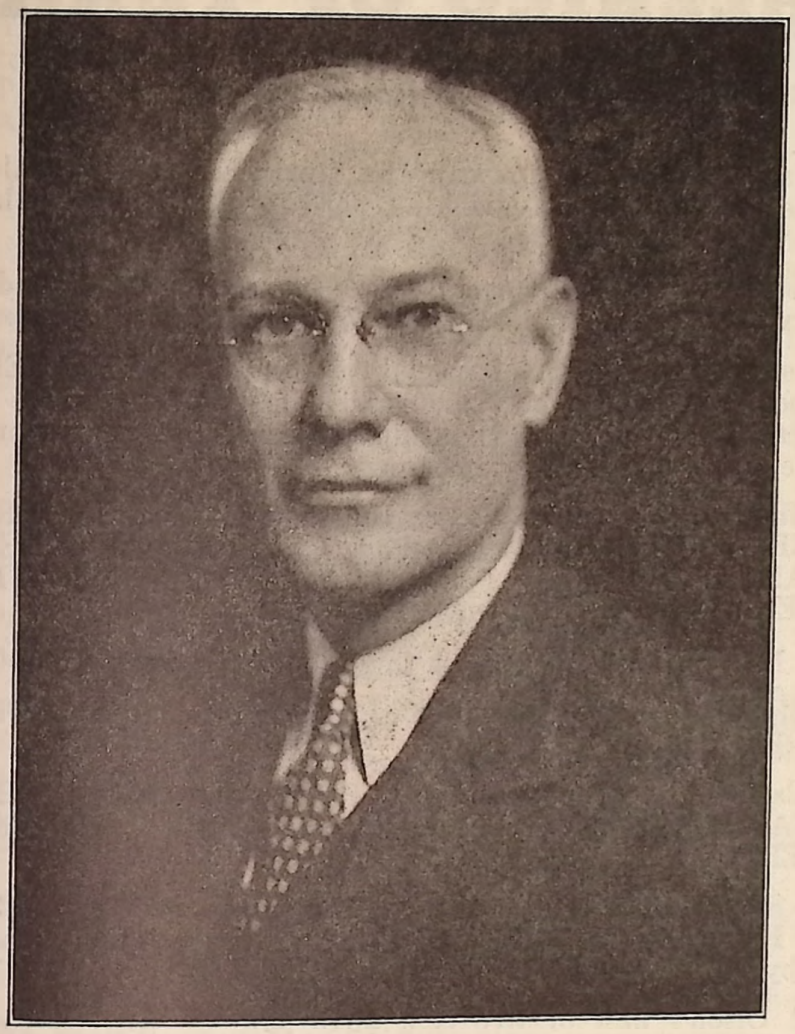
Don't forget your SELL 'EM AGAIN program. Every customer who placed an order for home calendars is only reaping a fraction of the benefit if he does not use the same subject in large hangers, giving him favorable publicity at lowest cost. Every customer who placed an order for jumbos is likewise only reaping a fraction of the benefit if he does not place the same picture in homes where buying decisions are made.

The time is psychological to call on customers to explain the value of direct mail campaigns—a blotter, a post card, a mailing card, a house organ. Truly, the SELL 'EM AGAIN season is on. By calling on customers once more, you can further cement your friendship, and it is none too early to start making appointments for the opening days of the new season.

You are piling up Christmas Club Credits in the Christmas Contest. The more money you make us spend this way the better we will like it. REMEMBER, only 24 WORKING DAYS to November 22nd, then a week or ten days for the final clean-up.

Thanks sincerely for the job you are doing! Keep up the good work and more power to you!

J. Mackenzie.



James P. Talcott

President Advertising Specialty National Association

At the annual convention of the Advertising Specialty National Association, held at Hotel Stevens in Chicago last week, Mr. Talcott was elected president of the National Association—the highest honor attainable in the advertising specialty field.

Our hearty congratulations to the Society upon their selection and our best wishes to "JIM" for a long and happy administration.

TALERICO OF TEXAS IS TOPS

Ever since he joined up with the Gerlach-Barklow sales force, A. C. Talerico has made an enviable record for business regularity and for sales volume as well.

This week Mr. Talerico beats his own best previous record with six orders, six new customers and a sales volume of $2,709.

First on the list is a sale of special calendars to a BREWERY. This order amounts to well over $2,500 and comes to us as the result of Mr. Talerico's creative salesmanship with the co-operation of our special department and cost department.

Mr. Talerico also sold "I See by the Papers" to a PAPER MANUFACTURER, Paragon Desk Memo Pad Calendars to a TYPEWRITER SALES AND SERVICE, and Pencils to an AUTO SUPPLY DEALER, a BROKER and a FOUNDRY AND MACHINE SHOP.

John Mur of California makes three sales for over $1,000.

Mr. Mur's biggest is a $984 sale of Business Calendars to a MANUFACTURER.

He also sold Paragon Desk Memo Pad Calendars to a CHEMICAL MANUFACTURER—a new customer, and Business Calendars to a PLUMBER.

Jack Saunders made five sales for $400—his best is a $235 sale of Paragon Billfolds to a LUMBER DEALER, a new customer—an account created by Mr. Saunders.

Walt Olson's best of five is a $245 sale of Knives to a BLUE RIBBON BEER DISTRIBUTOR.

J. P. Robinson makes three sales for $372—his best is a $200 sale of "Our America" Blotters to a MANUFACTURER—a new customer.

Mr. Robinson also made a $130 sale of Religious Calendars to a FUNERAL DIRECTOR.

W. A. Scheafer's best of the week was a $400 sale of Special Calendars to a FARM BUREAU—a new customer.

A. A. Bender rolls up a volume of $700 in six sales. Religious Calendars to a FUNERAL HOME for $395. Christmas Letters to a DEALER IN RUBBER GOODS for $120. Business Calendars to a COAL DEALER for $82. Greetings to a MERCANTILE CONCERN. Knives to a LUMBER DEALER, Paragon to a SAND AND GRAVEL COMPANY.

Harold Ricker makes nine hits for $631. "When a Feller Needs a Friend" to a MANUFACTURER. "Peekaboo" to a PLYMOUTH AUTO DEALER. "Sunrise" to a FRUIT AND PRODUCE MERCHANT. "Spirit of America" to a MERCANTILE CONCERN. "Guiding Hand" to an AUTO SERVICE CONCERN. Greetings to a SALES CORPORATION. "Spirit of America" to a MANUFACTURER. "Sunrise" to a COMMISSION HOUSE. "Spirit of America" to a DEALER IN FARM PRODUCE.

A. W. Thurn scores six times for $520. "Spirit of America" to a BAKERY. Paragon to a CONCRETE PIPE MANUFACTURER. "Houghton Mill" to a MANUFACTURER. Metal Calendars to a SERVICE STATION. Business Calendars to a BAKERY. FD Service to a FUNERAL HOME.

Guy Dean made nine sales. "Here Peace and Happiness Abide" to an OIL DEALER. Safety Campaign to a PLYMOUTH DEALER. "Springtime" to a CHEVROLET DEALER. Family Record Books to a FUNERAL DIRECTOR. Pencils to a GOOD GULF GAS STATION. "Priceless Heritage" to a CHEMICAL MANUFACTURER. Religious Calendars to a NATIONAL BANK. Will Rogers Calendars to a LUMBER DEALER. Ger-Bars to a FUEL DEALER.

Ed Sierer's best of the week is a $300 sale of Bluebird Calendars to a DAIRY.

A. W. Thurn's best for the week was a $100 sale of "Here Peace and Happiness Abide" to a LUMBER DEALER.

Ralph Bond made five sales — his best a sale of Pencils to a TOBACCO WAREHOUSE COMPANY.

Leonard Smith made three sales for $400—outstanding were a $225 sale of "Spirit of America" to a COCA COLA BOTTLER and a $133 sale of "Rah, Rah, Rah!" to another BOTTLING COMPANY.

Isidor Siegel made four sales for over $300, his best a $110 sale of "Brainy Bow Wows" in Class S11 to a MANUFACTURER—a new customer.

A. H. Laun made five sales for $475, his best being a $320 sale of Knives to a HARDWARE DEALER—a new customer.

Jut Laing's best for the week is a $105 sale of "Off to the Meeting Point" to a HORESHOE MANUFACTURER.

O. M. Wildman made three sales—to old customers and three to new customers.

E. E. Meyer made a $285 sale of Knives to an IRON AND STEEL WORKS, and a $105 sale of "Blue Heaven" to a CHEMICAL MANUFACTURER.

Nick Osburn sold "'Blue Heaven" to a BOX MANUFACTURER for $105.

C. L. Lewellen made a $104 sale of Business Calendars to a FUNERAL DIRECTOR.

Ray Lehman made a $105 sale of "Spanky's Safety Patrol" to an EXPRESS COMPANY.

Bill Herrmann made a $200 sale of "Spirit of America" to a WELDER.

W. M. Harrison made a $102 sale of "Houghton Mill" to a MOVING AND STORAGE COMPANY.

H. D. Evans made six sales. "Come Back Here" to a COAL DEALER. Remembrance Boxes to a FUNERAL HOME. No. 7 Memorial Books to a FUNERAL DIRECTOR. Letter Openers to a PRINTER. Paragon to a WELDER. FD Service to a FUNERAL DIRECTOR.

LET'S TRY AGREEING

Let's get our facts STRAIGHT. Instead of indulging in PARTISAN attacks in an hour of grave emergency, let us take a GOOD, SQUARE LOOK at the foreign policy of the United States over a period of years.

We can go back, for instance, to 1798 when John Adams, as president of the United States, proposed that American merchant vessels be allowed to arm themselves against France, that all treaties with that nation be suspended, that the navy be increased, and that 16,000 men be raised for the army, with a contingent increase (left to the President, mind you) of 20,000 more. Of this army, George Washington, retired first president, was to be commander-in-chief. It was at this time—during our so-called "war" with France — that "Hail Columbia" was written.

Or, if we don't want to go that far, we can go back only to the administration of Thomas Jefferson, when—in 1804—we sent our fleet into the Mediterranean, and bombarded Tripoli. Or, of course, we could limit our research into history by beginning with the administration of James Madison, when Congress passed the defiant non-intercourse law which permitted American commerce with ALL nations in the world EXCEPT the two most powerful England and France! This, and other events, led to the War of 1812 with Britain.

Now, please bear in mind that these presidents of the United States were ALL "warmongers"—Washington, Adams, Jefferson, Monroe and certainly Madison, who threatened to fight Spain unless she turned over Florida to us. In fact, because Madison nearly got the entire Holy Alliance to attack us, he enunciated the Monroe Doctrine. That scared them off! But how the "isolationists" of those days did howl!

Of course we had many "warmongers" after that. Probably the worst of these was President James K. Polk who, by sending American troops into a disputed area between the Nueces and Rio Grande Rivers, brough about a skirmish which ended in the invasio of Mexico by our General Zachary Taylo who later became our twelfth president.

It was Millard Fillmore, our thirteent president, and Franklin Pierce, our fou teenth president, who really started all our Far Eastern troubles. Under the dire tion of Fillmore, our Commodore Matthe Calbraith Perry was sent to the Orient wit a fleet of warships to "open" the hermit king dom of Japan to American trade. In fact made two trips. On the second, with the gu of six United States warships trained on wh is now the site of Yokohama, the Japane emperor signed on the dotted line. This trea was enthusiastically ratified under the a ministration of Pierce.

However, we've been holding back on yo We now come to the greatest "warmong of them all—Abraham Lincoln. Lincoln w inaugurated as President on March 4, 186 Soon after, on April 10, the Confederat States demanded the evacuation of feder Fort Sumter in Charleston Harbor. And wh do you think the "warmonger," Lincoln, di He notified Major Anderson, commander the fort, to hold out at all costs, and orde a relief expedition sent to his aid. Also, days later, he called for 75,000 volunte and on May 3 appealed for 42,000 more. W Congress asked for PERMISSION to do the things? Not at all. Lincoln didn't call C gress into special session until July 4th. FOUR MONTHS he acted under his pow as President and as Commander-in-Chief the army and navy of the United States. do you ever hear any critic of Preside Roosevelt mention that?

Let's pass by "warmongering" Gro Cleveland, who threatened to pin back Gr Britain's ears in a dispute that arose betwe Venezuela and British Guiana, stating his defiant note—that "the United States practically sovereign on this continent a its fiat is law upon the subjects to which confines its interposition."

Let's pass by "warmongering" President inley who "got us into the war with " by sending the battleship "Maine" to a harbor, where Spain could blow it Let's pass by "warmongering" President ore Roosevelt who 'took' the territory e Panama Canal, sent our battleship around the world to demonstrate our might, and once cabled the Kaiser he send Admiral Dewey's squadron to ept the Kaiser's fleet if Germany got in South America!

's even pass by President Woodrow who had our marines take Vera Cruz, n A. E. F. into Mexico after Villa, and later—"took us" into World War I he had promised in an election cam- to keep us out of war!

fact, to get on with our story, let us Warren Harding and Calvin Coolidge ake a look at the administration of t Hoover, who, as ex-president, has ery free to criticise the foreign policy sident Roosevelt. It was Hoover who PRESIDENT—issued a joint statement Prime Minister MacDonald declaring ar between the U. S. and Britain was kable, a meeting and a statement much ed by the SAME men who have re- attacked Roosevelt's meeting with hill! It was Hoover who declared an mbargo against the Brazilian revolu- . It was Hoover who declared San- he Nicaraguan rebel, to be an outlaw. Hoover who proposed a moratorium war debts. It was Hoover who con- with Signor Grandhi, Italian minister ign affairs, on the question of war armaments, etc. It was Hoover who n Japan attacked Manchuria — an- d that the United States would hence- REFUSE TO RECOGNIZE TERRI- L GAINS (that's "aggression," isn't ade in defiance of the Kellogg pact. Hoover who tried to get Great Britain with this country in stopping Japan's et of aggression in China. It was Hoover who VETOED the act calling for the independence of the Philippines — an act later passed OVER his veto.

Now it has not been my intention to criticise or condemn any of these acts of our presidents. Personally, for instance, I voted twice for Herbert Hoover, and I admire everything about him EXCEPT his almost constant criticism of the foreign policy of the President of the United States. What I am trying to show is that—if the "isolationists" are right—practically ALL of our presidents have usurped power, butted into the affairs of OTHER nations, and been out and out "warmongers." Take Lincoln, who acted WITHOUT Congress for four months of the worst crisis this country ever faced, and Washington who was accused by his opponents of wanting to be "King of America."

If you will study the history of our foreign policy, you will find that its pattern has varied but little—no matter who has been President, or what party has been in power. And you will find, too, that we have always had the monkey-wrench throwers with us!

My plea is UNDERSTANDING. We have tried pretending there was no war. We have tried burying our heads in the sand. We have tried withdrawing our ships from the war zones. We have tried neutrality. We have tried appeasement. We have tried debating, arguing, heckling, and name-calling. We have even tried hissing and booing.

Now let's try the ONE IMPORTANT THING we HAVEN'T tried. Let's try the ONLY THING that can safeguard this country of ours. Let's try AGREEING. Let's cut out the "sabotage" and the near-sedition, and stand behind the elected, duly constituted, GOVERNMENT of the United States! And let us notify the whole world that we DO. That — and that alone — may SAVE the peace. Nothing else can, or will.

Jewett E. Rucker

Mrs. A. C. Jahl made three sales—her best being Ger-Bars to a FURNITURE DEALER.

J. W. Green of Ohio made four sales. Key Cases to an OLDSMOBILE DEALER. Paragon to a CONTRACTOR. "Scenes of My Childhood" to a TIRE SERVICE CONCERN. Paragon to an INSURANCE AGENCY.

W. C. Johnson, a new member of the force in California, scores four. "Here Peace and Happiness Abide" to a MERCANTILE CONCERN. "Clipper Ship Surprise" to an ELECTRIC COMPANY. Paragon Key Cases to a GARAGE. Knives to a WELDER.

L. B. Nobles' best of five was a $107 sale of Religious Calendars to a FUNERAL DIRECTOR. He also sold "Down on the Farm" to a FEED AND GRAIN DEALER. Pencils to a LIVESTOCK TRANSPORTATION COMPANY. "Houghton Mill" to a GROCER. Farm Record Calendars to a COTTON GIN.

Ryan Perry's best out of four was a $100 sale of "Flushed" to a DOG FOOD MANUFACTURER.

Charles Clayton made five sales. "I See by the Papers" to a FUNERAL DIRECTOR. "Spirit of America" to an INSURANCE AGENCY. Pencils to a SERVICE STATION. FD Service to a FUNERAL HOME. Pencils to an EXPRESS COMPANY.

Harry Etter made five sales. Paragon to a MACHINE SHOP. Greetings to a BEAUTY SHOP. Greetings—PERSONAL. Greetings—PERSONAL. Pencils to an AUTO DEALER.

N. G. Beatty made five sales. Sympathy Cards to a FUNERAL DIRECTOR. Key Cases to a BOWLING ALLEY. "Spirit of America" to a RADIO SHOP. Paragon to a FUNERAL DIRECTOR. "Peekaboo" to a SERVICE STATION.

Miss Melcher sold "Blue Heaven" to a FLORIST. Magic Pads to an AUTO DEALER. Pencils to a MANUFACTURER. FD Service to a FUNERAL HOME.

Bill McNerney sold "Steady" to a MEN'S SHOP. "Proud Mothers" to a FUNERAL DIRECTOR. "My Diary" to a TOY SHOP. Paragon to a MANUFACTURER.

Busack's best for the week was a $100 sale of Religious Calendars to a FUNERAL DIRECTOR.

Lou Byrne made a nice sale of Bride's Cook Books and "Rainbow Fishing Fleet" to a DAIRY.

C. J. Clark's best was a $100 sale of "Family of Champions" to a LIQUOR DEALER.

A. McWilliams' best was a $100 sale of "Springtime" to a LAUNDRY.

Rudy Maddox sold Bluebird Calendars to a CLOTHIER. "On the Way to the Meeting Point" to a TIRE SHOP. Metal Calendars to a FLOOR FINISHER.

Charles Chamberlain made seven sales. Greetings—BUILDER'S SUPPLY CO. Paragon—BOILER WORKS. Defense Posters—INSURANCE AGENCY. Desk Memo Calendars—FUNERAL HOME. "Happy

Bluebird Family" — WELDER. Paragon Key Cases — SERVICE STATION. Thermometers—COAL DEALER. Key Cases—SERVICE STATION.

A. S. Hartman rolled up seven sales. Ger-Bars—PHOTOGRAPHER. Pencils—FARM PRODUCE DEALER. Pencils—TRANSPORT CO. Business Calendars—REALTOR. Key Cases—DAIRY. "I See by the Papers"—WELDER. "Spirit of America"—FARM IMPLEMENTS.

Ed Gerrish made seven sales. Safety Ger-Bars—HOUSEHOLD APPLIANCE DEALER. "Joy of Living"—COAL DEALER. Business Calendar—MILL SUPPLIES. Pencils—LUMBER DEALER. Business Calendars—FINANCE CORPORATION. Sympathy Cards—FUNERAL HOME. "Steady"—GROCER.

W. J. Eggleston scored six times. Business Calendars—GARAGE. Paragon Billfolds—FUNERAL DIRECTOR. Comb and File Cases—FUNERAL DIRECTOR. Pencils—GARAGE. Pencils—COAL AND FEED. Key and License Holders—COAL DEALER.

Groomes made six sales. Kiddie Blotters—DAIRY. "Kiddies Inc" —DAIRY. "Kiddie Champions"—DAIRY. Blotters—MUSIC SHOP. Greetings—FLOOR COVERINGS. Ger-Bars—TEXACO DEALER.

S. E. Adams of Colorado makes eight. Key Cases—STANDARD OIL DEALER, STANDARD SERVICE STATION, TEXACO SERVICE STATION, BUICK DEALER, PONTIAC DEALER, STANDARD SERVICE STATION. Ger-Bars—TEXACO DEALER. Pencils—TIRE AND BATTERY DEALER.

"Doc" Sage scores six times. "Houghton Mill"—TRUCKER. "Clipper Ship Surprise" WHOLESALE MEATS. "Playmates" Blotters—AUTO REBUILDERS. "Long Life and Healthy One" — PRINTER. "Proud Mothers"—HOUSE MOVERS. "My Bonnie"—CONTRACTOR.

H. R. Messick scores eight for the week and starts the new week with five hits in one day—Tuesday—making his total thirteen—which Mac says is a Lucky Number.

Here are the eight for the week. Farm Record—FEED AND GRAIN DEALER. "My Bonnie"—FUNERAL DIRECTOR. Greetings—SERVICE STATION. "Long Life and Healthy One"—DAIRY. Memorial Record — FUNERAL DIRECTOR. Cal-Crafts — ELECTRICAL CONTRACTOR. Key Cases — AUTO DEALER. Memorial Records — FUNERAL DIRECTOR.

And here are Tuesday's five sales. Gas Tank Greetings—SERVICE STATION. Spanky Safety — SHOE STORE. Route 41 Greetings — AUTO DEALER. Metal Calendars—CUSTOM GRINDER. Safety Ger-Bars—GARAGE.

Clifford Higgins—seven orders. "My Diary"—NATIONAL BANK. Paragon — NATIONAL BANK. Safety Ger-Bars — CHEVROLET DEALER. Paragon — BOWLING ALLEY. Paragon — TRANSFER AND STORAGE. Greetings — ICE MANUFACTURER. Billfolds — BOWLING ALLEY.

We'd like to be able to give you a detailed list of sales, just to show who's buying what and who's selling what, but time and space won't permit.

E. H. Goodell—a brand new man in Vermont made seven sales and seven brand new customers for the week.

A. C. Miller of Indiana made seven sales and six new customers for $200 for the week.

Albert J. Morrier of Massachusetts made seven sales and four new customers for the week for $250.

J. L. Morrissey of Ohio makes eight sales for over $300 for the week.

L. E. Page of Virginia scores nine sales for nearly $400 and creates five new accounts. His best is a $133 sale of "I See by the Papers" to a BRICK MANUFACTURER—a new customer.

Mrs. Fannie Peterson of Ohio made seven sales for $300.

E. F. Phillips of Minnesota made eight sales for $300 and two new customers.

E. P. Pittman of Texas made six sales for the week and two new customers for $200.

Frank Raitz of Ohio made six sales—his best, Defense Posters.

Sam Raborn of West Virginia made six sales for the week for $300 and two new customers.

Mr. Reynolds of Indiana makes seven sales and five new customers for the week.

Mr. Trocksell of California scores eight times for over $300 and brings in five new customers.

Lynn Walker of North Carolina makes six sales—four of them to new customers for $231.

John Gilbert of South Carolina made four sales for nearly $300. His best was a $117 sale of Knives to a COCA-COLA BOTTLER.

Ralph Gamble of California made a $230 sale of Paragon to a YEAST MANUFACTURER—a new customer.

M. C. Eckland's best was a $140 sale of "Spirit of America" to a DAIRY.

B. A. Day, of Connecticut scored several times—his best a $133 sale of "My Bonnie" to a SAVINGS BANK.

A. V. Clapp of New Jersey scored two nice ones—his best a $157 sale of Paragon Billfolds to a TANNERY.

S. L. Booth of Pennsylvania made a $157 sale of "Scenes of My Childhood" to a FUNERAL DIRECTOR—a new customer.

Fred Bell rolled up three nice ones—his best a $435 sale of Pencils to a PLUMBING SUPPLY COMPANY.

Dan Morrissey's best of several was a $133 sale of "Here Peace and Happiness Abide" to a MERCANTILE CONCERN.

Perc Earl piled up seven nice orders for the week. Perc is one man who doesn't forget to show greetings on every call.

J. B. Kasper rolled up five nice orders—among them a $111 sale of Ger-Bars to a LAUNDRY and a $111 sale of Knives to a DENTAL LABORATORY.

Glenn Woods of California made three nice sales—his best a $162 sale of "I See by the Papers" to a GRAIN DEALER.

George Wilkins' best is a $100 sale of "Happy Bluebird Family" to a HARDWARE DEALER.

J. Milton Wigley's best out of five is a $128 sale of House Organ Folders to a MANUFACTURER.

Mrs. Estelle Thompson's best of several is a $104 sale of "I See by the Papers" to a FUNERAL HOME.

F. M. Stevenson sold three nice orders—his best a $135 sale of "Houghton Mill" to a DAIRY—a new customer.

GO WHERE THE BARKLEYS GO

A LARGE MAILING OF "GOING PLACES" FOLDERS EXPLAINING THE COMPLETE CAMPAIGN IDEA

Write for Extra Copies for Use in Actual Calendar Presentations!

You have received in the mail a single copy of "Going Places," the special folder explaining the advantages of Complete Calendar Campaigns.

This folder has been mailed to every buyer on our house calendar list—thousands of customers and prospects from coast to coast. The purpose is to remind calendar users of the effectiveness and economy of Complete Campaigns, and to urge them to place late orders for 1942 calendars now.

So that you would know just how the folders look when received by your customers and prospects, the folders mailed to the sales force were not accompanied by a bulletin.

EXTRA COPIES of the "Going Places" folder are available for use in actual presentations. You can use them when you explain the Complete Campaign idea. You can leave them with good prospects, writing your quotation on the back cover of the little booklet.

Do you want extra copies? If you do, tear off the coupon below and send it in right now!

G-B SALES PROMOTION DEPARTMENT:
Please send me ..... copies of the "Going Places" folder in plain envelopes. I'll use them in making presentations of Complete Calendar Campaigns in my territory.

Your Name .....

Address .....

Deadline for Paragon Is November 10th, if and When Wanted for Christmas Delivery

Please make a note of this date—November tenth on all items in the Paragon Line for pre-Christmas delivery.

ORDERS WILL BE ACCEPTED LATER, BUT NOT FOR CHRISTMAS

Urge any hesitating customers and prospects to make their buying decisions NOW and avoid chance of disappointment.

To our deep regret we have already been compelled to turn away thousands of dollars worth of desirable business because of inability to get certain materials, and so we advise you this far ahead of time in order that you in turn may advise buyers.

DRY WELLS MAKE YOU APPRECIATE WATER

One day about 15 years ago Orphan Annie, thru oversight, was omitted from The Tribune. The next day The Tribune switchboard was swamped with calls from persons who wanted to know if Annie didn't live here any more. No news event down to that time had produced a similar response. The Tribune didn't realize the popularity of the little orphan until the morning she was missing. She hasn't failed to appear in a single edition since that day.

In a somewhat similar way British shopkeepers and manufacturers never realized the importance of their promotion activities until they omitted them right after the start of the war. Mr. Cecil Chisholm, chairman of Business Publications, London, in an issue of the weekly, Printers' Ink, told about the experiment and how it was forced upon London business men right after the outbreak of hostilities. "We all expected London to be bombed from the word 'go'," Mr. Chisholm said, "and as a result the volume of press advertisements fell to 45 per cent of normal and posters to 20 per cent."

But the bombs didn't appear as scheduled. Mr. Chisholm said that he will never forget his "surprise in walking down the Embankment to find St. Paul's and Bush House intact on the morning of Sept. 4."

When September, 1939, passed without a bomb falling in the British capital, the manufacturers and merchants looked with dismay at their sales results. They found that "their turnover had dropped as soon as advertising was stopped." They then took heart and increased their linage to about normal proportions and "they discovered that sales responded when advertising was renewed. The evidence of advertising's power was never more pointed."

The effectiveness of advertising was also revealed in the sales of competitors who followed divergent advertising policies. Thus it seems that Oxo and Bovril are rival brands. When war came, Mr. Chisholm said, Bovril never batted an eye but went right on with its planned program. Oxo, on the other hand went right out of the press and stayed out for six months. Sales were so much affected that "soon Oxo felt compelled to get back in the press and spend more than Bovril. Whole industries had to relearn the lesson. In one of the apparel trades, where many makers have their own shops, all manufacturers cut off advertising in September. Sales dried up. Several firms started advertising again in October; immediately sales blossomed."

It seems that the lesson has been learned so well that even concerns which have nothing immediately to offer to consumers now engage in advertising to be sure that when normal conditions return they will again have the custom of old patrons. Thus, "having nothing to sell, Rolls-Royce, Morris, and Ford have all run informing campaigns purely to keep the individuality of their product in the public mind."

The British government has its own propositions to sell, and had learned how to sell them in the experiment the shopkeepers and factory owners conducted when they omitted press advertisements right after the war began. The government has become the largest advertiser in the United Kingdom, with an annual appropriation of 6 million dollars. One-third of this, Mr. Chisholm said, is employed to advise the consumer to spend less for goods and to put more money into government bonds.

An Editorial from The Chicago Daily Tribune of October 22.
Copyrighted Chicago Tribune.

REINSTATE

Please reinstate R-8 "Proud Mothers"—Current Line Rolls—

This hanger was withdrawn some time ago, but so strong has been the demand for it, that we are making another run.

WITHDRAWALS

R5—Hello Everybody

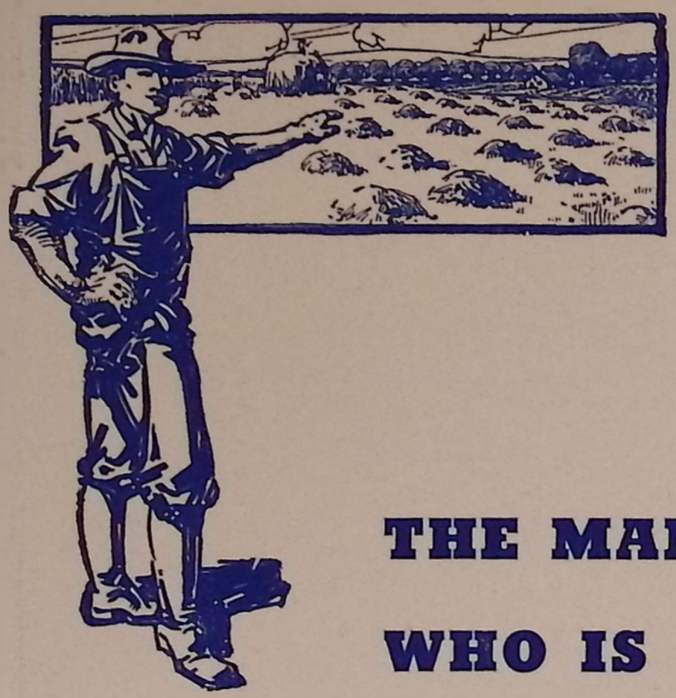
LE R8—16½x23½—Family of Champions

Always on Deck to Serve You

W. C. JOHNSON ELECTRIC CO.

Industrial and Marine Installations

1941			OCTOBER			1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat
-	-	-	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	-



THE MAN WHO IS WAITING FOR SOMETHING TO TURN UP MIGHT START WITH HIS SHIRTSLEEVES

(THANKS TO J. L. MORRISSEY)